

Redesign Website



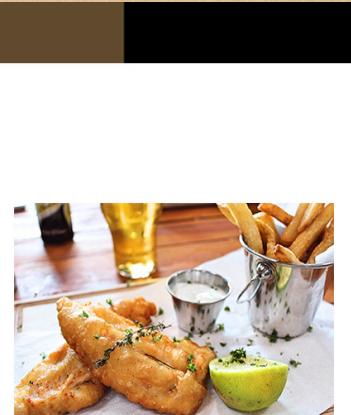
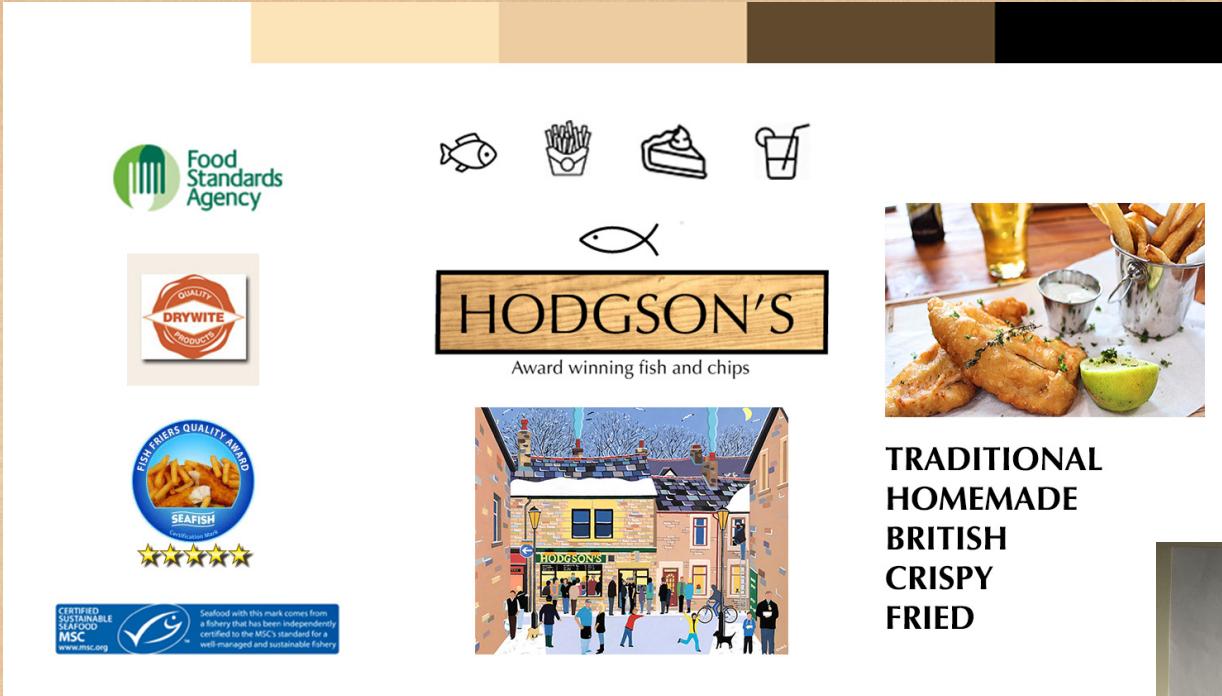
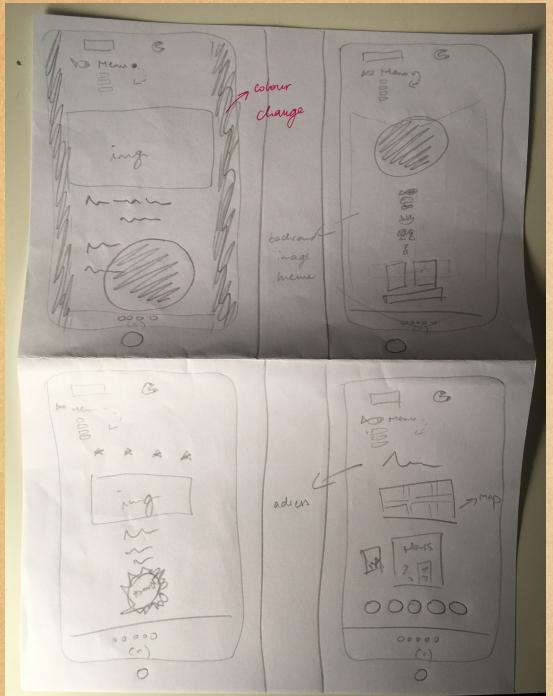
Group 13: *Barbora Gallova, Tomas Gazi, Marta Grzegowska, Mihail Sebastian Rotar, Masa Wu*

Bed Design Principles

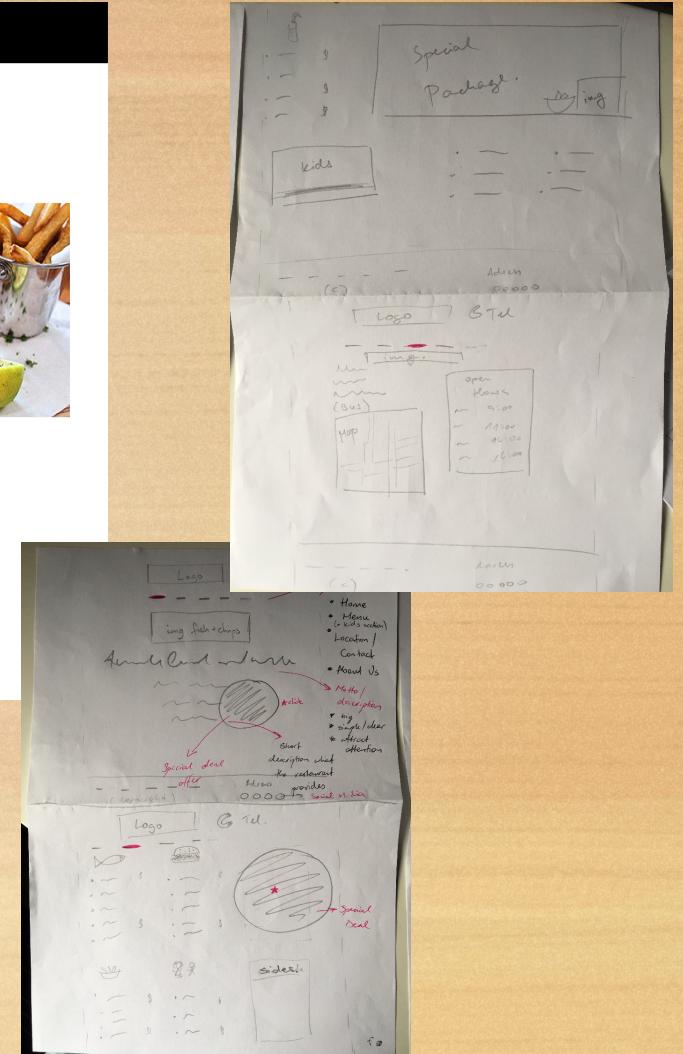
- Asymmetry
- Figure Ground Relationship
- Broken Gestalt Law of Similarity



Mood Board & Sketches

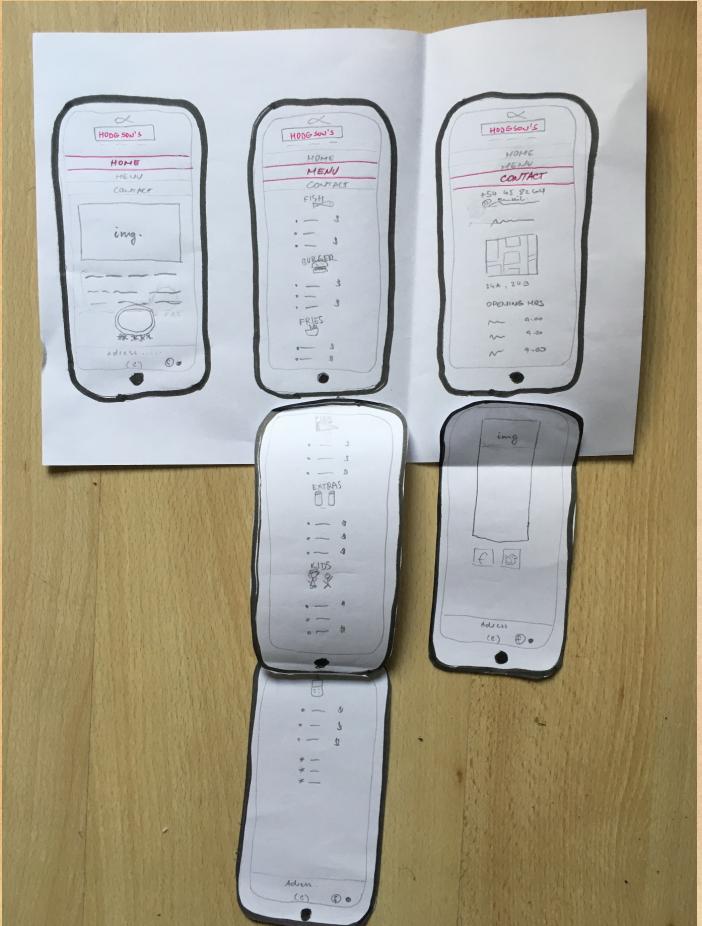


**TRADITIONAL
HOMEMADE
BRITISH
CRISPY
FRIED**



First visualization of our webpage

Paper and XD Prototypes



Low fidelity paper prototype

A high-fidelity XD prototype of the 'Hodgson's' website. The header features a fish logo and the text 'HODGSON'S' with a subtitle 'Award winning fish and chips'. Below the header are three navigation buttons: 'Home' (highlighted in yellow), 'Menu', and 'Contact'. The main content area displays a photograph of fish and chips on a plate with a lime wedge, a glass of beer, and a bucket of fries. At the bottom, the text 'WELCOME TO HODGSON'S FAMOUS FISH & CHIPS' is centered.

High fidelity XD prototype

Stile Tile and Wireframes

 **HODGSON'S**
Award winning fish and chips

Possible Colors



Textures



Home 
Menu 
Contact 

Adjectives

Traditional **Crispy** **Homemade**
Family **Fried** **British**

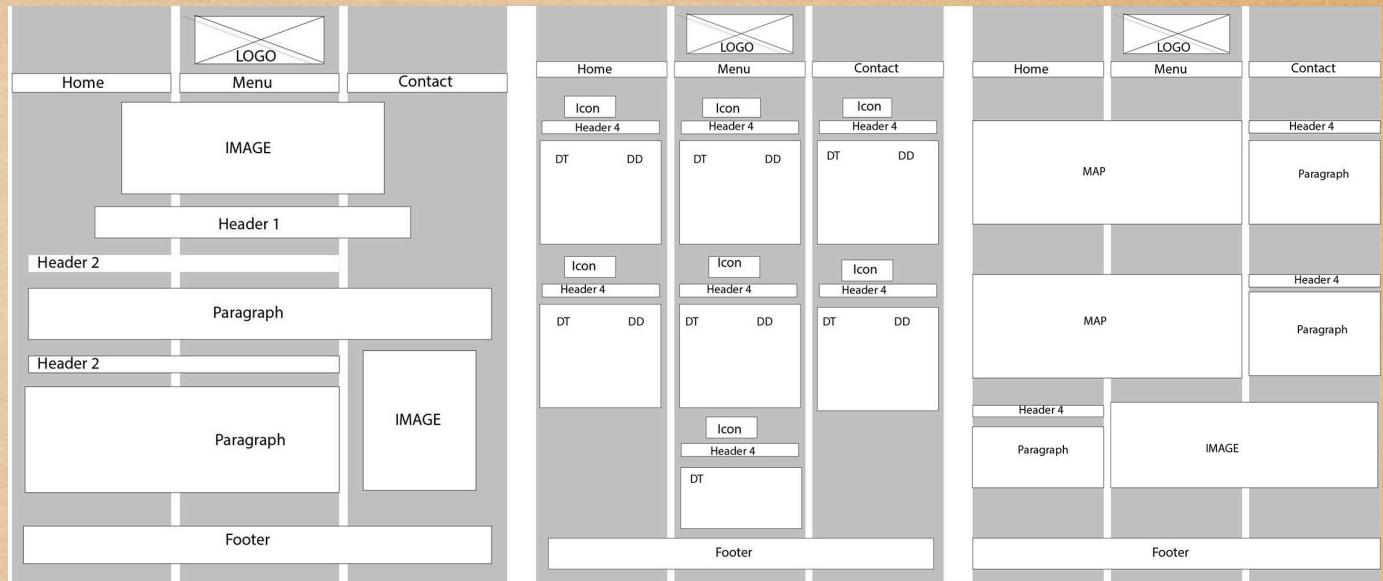
Hodgson's fish and chips
Style Tile

Award winning fish and chips
Font: Optima, Segoe, "Segoe UI", Belleza, Candara, Calibri, Arial, sans-serif; 30 pt; bold

Love story behind the fish frying business
Font: Optima, Segoe, "Segoe UI", Belleza, Candara, Calibri, Arial, sans-serif; 25 pt; bold

Nigel and Linda sacrificed everything to be the best chips fryers in Coulton Road. They have been in the fish frying trade since 1988. They are serving the people of Lancaster together for almost 30 years. They started to work together at Linda's parents' shop. In determination to achieve their goal of perfect fish frying restaurant they sold their much loved house and uplift the children to live above the chip shop. Later they run down terraced shop around and began investing money into renovation and the finest frying technology.

Font: Optima, Segoe, "Segoe UI", Belleza, Candara, Calibri, Arial, sans-serif; 12 pt; regular



New Site Design Principles

COMPOSITION

symmetrical -balanced, and has an overall equality of Size, Shape, Line, Line Direction, Texture, Value, and Color.

GESTALT LAWS

Similarity - colour, texture, shape, position, font, icons.

Proximity - icons + text , image + text
- we suggest they belong together.

Closure - the text doesn't have borders, but creates the closed illusion of box.

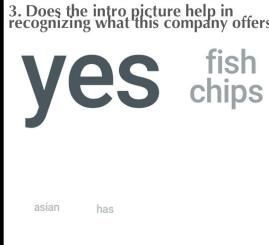
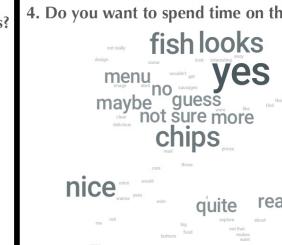
User Test – 5 Sec Test

OLD PAGE

- Boring
- Cheap
- Unappealing

NEW PAGE

- Clear
- Improved Legability
- More Appealing

1. What is the name of the restaurant?	2. What does this restaurant offers?	
 hodgson hodgsons	food chicken  chips fish	
3. Does the intro picture help in recognizing what this company offers?	4. Do you want to spend time on this page?	5. What are your options on this page?
 yes asian has	 fish looks menu no maybe guess not sure more chips nice quite really	 restaurant home menu food most

Expert Tests

- Trunk Test
- Steve Krug's Heuristics Test
- Cognitive Walkthrough

The screenshot shows a website menu for "HODGSON'S Award winning fish and chips". The menu is organized into several sections:

- FISH:** Haddock, Lightly Battered Haddock, Battered Haddock, Cod, Whole Tail Scampi, Breaded Scampi, Lincolnshire Fish Cake, Salt and Pepper Squid, Traditional Yorkshire Fish Cake.
- BURGERS:** Jumbo Sausage, Sausage Bun, Cumberland Swirl, Chicken Fillet Nuggets (x5), Chicken Fillet Nuggets (x10), Southern Fried Chicken, Southern Fried Chicken Fillets (x3), Beefburger (in a bun), Double Beefburger, Cheese Burger, Double Cheese Burger, Chicken Fillet Burger, Vegetarian Burger.
- CHIPS:** Regular Chips, Large Chips, Cheesy Chips, Chip Bun, Chip Bun with Grated Cheese, Chip Bun with Cheese Slice.
- SPECIALS:** Various meal combinations.
- EXTRAS:** Peas, Gravy, Curry, Buns, Heinz Sauces.
- PIES:** Various pie options.

The screenshot shows the homepage of "Hodgson's". The logo features a stylized green wave and the text "We're passionate about creating delicious fish and chips!". The navigation bar includes links for Home, About Us, Location, Kids, and Menu.

The menu section is identical to the one shown in the previous screenshot, listing Fish, Burgers, Chips, Specials, Extras, and Pies.

Home Page Code Snippets CSS

```
435 /*home page grid*/
436 .home-grid {
437   display: grid;
438   width: 100%;
439   grid-template-columns: 1fr 1fr 1fr;
440   grid-gap: 1em;
441   grid-template-areas: "mn mn mn" "txt1 txt1 txt1" "txt2 txt2 img2"
442 }
443 .main-image-mobile {
444   display: none;
445 }
446 .main-image-desktop {
447   display: block;
448   max-width: 50%;
449   margin: auto;
450 }
451 .main-image-desktop {
452   grid-area: mn;
453 }
454 .img1 {
455   display: none;
456   grid-area: img1;
457   align-self: center;
458   justify-self: start;
459 }
460 .text1 {
461   grid-area: txt1;
462 }
463 .text1 h1 {
464   text-align: center;
465 }
466 .text1 h2 {
467   padding-left: 0;
468 }
469 .text1 p {
470   padding-left: 0;
471 }
472 .text2 p {
473   padding-left: 0;
474 }
475 .text2 h2 {
476   padding-left: 0;
477 }
478 .text2 {
479   grid-area: txt2;
480 }
481 .img2 {
482   grid-area: img2;
483   align-self: center;
484 }
```

The screenshot shows the homepage of Hodgson's Fish & Chips. At the top is a navigation bar with three tabs: 'Home' (highlighted in orange), 'Menu', and 'Contact'. Below the navigation is a large image of fish and chips. Underneath the image, the text 'WELCOME TO HODGSON'S FAMOUS FISH & CHIPS' is displayed in bold capital letters. A section titled 'Love Story Behind the Fish Frying Business.' follows, containing a paragraph about Nigel and Linda's history. Another section, 'Seafish Quality Award', is shown with a circular logo and five gold stars. At the bottom of the page is a footer with social media icons and contact information.

HODGSON'S
Award winning fish and chips

Home **Menu** **Contact**

WELCOME TO HODGSON'S FAMOUS FISH & CHIPS

Love Story Behind the Fish Frying Business.

Nigel and Linda sacrificed everything to be the best chips fryers in Coulston Road. They have been in the fish frying trade since 1988. They are serving the people of Lancaster together for almost 30 years. They started to work together at Linda's parents' shop. In determination to achieve their goal of perfect fish frying restaurant they sold their much loved house and uplift the children to live above the chip shop. Later they run down terraced shop around and began investing money into renovation and the finest frying technology.

Seafish Quality Award

In the new Star Rating Scheme Hodgson's achieved a Top 5 Star Rating - only a handful throughout the UK have achieved this.

Hodgson's Chippy have been a holder of this prestigious Seafish Quality Award every year since 1998 through to 2009. Stringent criteria must be met to achieve this award, with regular spot checks from Seafish Industry Authority.

FISH FRIERS QUALITY AWARD
SEAFISH
Fishing Industry Authority

★★★★★

[Facebook](#) [Twitter](#) [Email](#)

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Improving Usability with Media Query

Phone Fixed navigation bar



Phone landscape Navigation covers the whole viewport



Solution: media query

```
410
411 @media screen and (min-width:560px) and (max-width:700px) {
412   header {
413     position: absolute;
414   }
415 }
```